# *Informed Delivery APP MTAC Workgroup #174*

**Session 8**
**Friday, November 13, 2015**
**12:00 p.m. – 1:00 p.m. EST**

❑ Review of Session 7 (11/06/15)
- ● Open issues, questions, etc.

❑ Wrap up discussion for:
- ● NA – did not begin Issue 5.0 discussion on 11/6
- ● Remaining feedback loop items will be captured by sub-group and shared back for final input

❑ Start new Discussion
- ● Issue 5.0: Identity Validation Process

❑ Wrap up

❑ Next steps

- ❑ Issue 5.0: Identity Validation Process
  - ● Original questions posed:
    - ◆ Need to understand the consumer sign up process.  How will USPS ensure the "right" person is getting the email images of the physical mail?
    - ◆ How will it work in multi-family dwelling units?
    - ◆ What will be the process to enable guardians of aged parents for example, access to the emails?

- ❑ Overview of current process
  - ● Equifax questions
  - ● Validation letter

- ❑ What are the recommendations of the workgroup?
  - ● Other societal needs?
  - ● Other validation suggestions?

# Wrap Up & Next Steps

All Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

- Weekly subgroup meetings held each Tuesday via WebEx from 12:00 noon – 1:00 p.m. EST



Legend:
- Telecom Meeting Dates (21 sessions)
- F2F Meeting Dates (3 sessions)
- MTAC, USPS HQ/Washington DC
- NPF/MTAC, Nashville TN
- Subgroup Meeting Dates (# sessions TBD)

| # | Issue | Proposed Meeting Date | |
|---|---|---|---|
| 7.0 | Consumer Pilot Selection Process | 09/25/15 | ✓ |
| 8.0 | Mailer Pilot Selection Process | 09/25/15 | ✓ |
| 3.0 | USPS and Industry Critical Success Factors | 10/02/15 | Ongoing |
| 3.1 | Impact on Response Rates | 10/02/15 | Ongoing |
| 4.0 | Timing / Content Discrepancies | 10/09/15 | ✓ |
| 4.1 | Data Reliability | 10/09/15 | ✓ |
| 6.0 | Data Security | 10/16/15 | ✓ |
| 11.0 | Feedback Loop | 10/23/15 | Ongoing |
| 14.0 | Integration with Postal One | 10/30/15 | Revisit 01/16 |
| 5.0 | Identity Validation Process | 11/06/15 | Moved to 11/13 |
| 10.0 | Change of Address Process | 11/13/15 | Moved to 01/22 |
| 13.0 | Mail Moment Impact | 11/17/15 | At MTAC |
| 12.0 | Suppression of Images | 12/04/15 | |
| 12.1 | Suppression of Images | 12/04/15 | |
| 12.2 | Suppression functionality for mail pieces | 12/04/15 | |
| 9.0 | Flats Participation | 12/11/15 | |
| 2.0 | Do NOT Mail | 12/18/15 | |
| 1.0 | Postal Inspection Service - Surveillance Program/Mail Covers | 01/08/16 | |
| 15.0 | Non-Automation Mail | 01/12/16 | At MTAC |
| 10.0 | Change of Address Process | 01/22/16 | |

- ❑ Workgroup WebEx & MTAC F2F – Session 9
  - Tuesday, November 17, 10:30 a.m. EST (Room 1P629)

  - Sub Group WebEx & MTAC F2F – Session 2
    - Tuesday, November 17, 12:00 noon EST

- ❑ Planned content
  - Review of Session 8 – open issues
    - Issue 5.0: Identity Validation Process

  - New Discussion
    - Issue 13.0: Mail Moment
      - Guest speaker – Vicki Stephen, Director Mailing Services

*Headquarter Security Note: MTAC members and approved MTAC participants will be on the security list for November 17-20. For all other meeting attendees, you must submit names to security and have someone escort them through the building. MTAC members with current badges can accompany guests through the building.*

# Historical Issue Log

- ❏ Issue 3.0: USPS and Industry Critical Success Factors
  - CSF's were reviewed by the group on 10/2 and 10/9
  - Additional factors will be added as necessary
  - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
    - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)

- ❏ Issue 3.1: Impact on Response Rates
  - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
  - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact

- ❏ Issue 4.0: Timing / Content Discrepancies
  - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize

- ❏ Issue 4.1: Data Reliability
  - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered

❑ Issue 6.0: Data Security

- Information was provided on the security enhancements that the USPS has taken since September 2015, including links to updated handbooks that provide detailed information
- WG members are welcome to submit any additional key items after reviewing the material provided/referenced

❑ Issue 11.0: Feedback Loop

- The original question posed was whether or not consumers would be able to "refuse" their images in their email and, ultimately, stop the mail piece from being delivered
- The discussion progressed further, largely broken into two categories and two sub-categories
  - Consumer facing – customer service and preferences
  - Mailer facing – operational and marketing

- ❑ Issue 11.0: Feedback Loop
  - ● Consumer Facing:
    - ◆ Blocking images is not in the pilot program. Based on feedback during the meeting, this practice is not generally recommended by the industry.
    - ◆ WG members did suggest that there could be action buttons and/or indicators of a "trusted provider" within the email.
      - ■ It was suggested that this could be a way that consumers could report issues to the USPIS.
  - ● Mailer Facing:
    - ◆ WG members did feel that data provided back to mailers should include the type of enrollment and the time of delivery, to allow additional digital marketing efforts. This could be done through APIs.
    - ◆ The WG had additional discussion on the "Ideal Feedback Loop" on 10/30/15. Discussed the concept of the connected mailbox and the potential benefits to consumers, potential revenue for the USPS, and concerns for mailers in relation to "refusing" mail.
    - ◆ Team still needs to think about the Ideal Feedback Loop; initially described as a data transaction, perhaps similar to the IMb tracing capability, indicating the delivery point barcode, date and time of the email delivery.
      - ■ Additional detailed discussion was held on 11/6. The sub-group will be tasked with capturing the list of feedback loop items desired.

❑ Issue 14.0: Integration with Postal One
- While not precisely speaking to the "when" such an effort might take place, Angelo noted that it would be likely be included in one of the two major releases scheduled each year.
- Mail.dat & Mail.xml are a given, however, it is not clear how the mail supply chain could benefit from a separate file submission. Workgroup participants were asked to think about that and share any suggestions.
- The question was asked about how the USPS will tie the images or URLs to the mailpiece. Tactically speaking, PostalOne is driven by the job id, so how is the person who didn't submit the Mail.dat to PostalOne going to know how to tie it to that mailing?
- The team will want to revisit this discussion when USPS is able to talk about how they imagine creating this connection (which should be in January 2016). During the pilot, information will largely be managed by email and the MID will be used to connect the dots. Longer term the USPS imagined being able to apply images based on the IMb sequence number range.